

**REMARKS**

Claims 1, 6, 11-16 are amended. Claims 4, 5, and 10 are canceled without prejudice or disclaimer. No new matter is added by these amendments. Claims 1-3, 6-9, and 11-20 are pending. Applicant respectfully requests reconsideration and allowance of all claims in view of the amendments above and the remarks that follow.

**Rejections under 35 U.S.C. 101**

Claim 1 is rejected under 35 U.S.C. 101 because "the claimed invention lacks assured results." Claim 1 is amended to recite: "receiving an edit reciprocal link option and a selected section of a first page from a user interface; adding at least one reciprocal tag to the first page based on the edit reciprocal link option and the selected section of the first page, wherein a first link to a reciprocal site is in the selected section, and wherein the at least one reciprocal tag identifies the selected section that includes the first link; finding the at least one reciprocal tag in the first page; finding a reciprocal page based on the at least one reciprocal tag, wherein the reciprocal page is at the reciprocal site, wherein the finding further comprises finding a record based on the reciprocal tag that identifies the reciprocal page; determining whether a reciprocal link exists in the reciprocal page to the first page; and if the reciprocal link does not exist, determining an action based on a user-interface option," which provides assured results.

Claims 11-15 are rejected under 35 U.S.C. 101 because "the signal-bearing medium includes non-statutory media." Claims 11-15 are amended to recite a storage medium, which is statutory subject matter.

**S/N 10/671,407**  
ROC920030265US1

Rejections under 35 U.S.C. 102

Claims 1-20 are rejected under 35 U.S.C. 102(b) as anticipated by Horstmann (U.S. 5,995,099). Applicant respectfully submits that the claims are patentable over the reference because the reference does not teach or suggest all elements of the claims for the reasons argued below.

Claim 1 recites: "receiving an edit reciprocal link option and a selected section of a first page from a user interface; adding at least one reciprocal tag to a first page based on the edit reciprocal link option and the selected section of the first page, wherein a first link to a reciprocal site is in the selected section, and wherein the at least one reciprocal tag identifies the selected section that includes the first link; finding the at least one reciprocal tag in the first page; finding a reciprocal page based on the at least one reciprocal tag, wherein the reciprocal page is at the reciprocal site, wherein the finding further comprises finding a record based on the reciprocal tag that identifies the reciprocal page; determining whether a reciprocal link exists in the reciprocal page to the first page; and if the reciprocal link does not exist, determining an action based on a user-interface option."

Thus, in claim 1, a reciprocal tag identifies a section that includes a first link and the reciprocal tag is used to find a record that identifies a reciprocal page.

In contrast, Horstmann at column 3, lines 14-23 recites: "Once the bike-shop owner fills out form 4, the bike-shop owner selects a 'form complete' button 7, which initiates a transfer of the form data to the server supporting form 4 (hereafter the "links server"). The links server includes software that presents and processes forms .... Software on the links server (step 4) automatically modifies page A to include a link 6 (the fourth link information) from page A to page D as requested by the bike-shop owner."

Thus, although Horstmann adds a link to its page A, Horstmann never adds a reciprocal tag to its page A that could be used to find a record that identifies a reciprocal

S/N 10/671,407  
ROC920030265US1

page, as recited in claim 1. Hence, Horstmann does not teach or suggest all the elements of claim 1.

Claim 9 recites: "means for removing the first link from the first page if the reciprocal link does not exist and a number of times the reciprocal link has not existed exceeds a threshold."

In contrast, Horstmann at column 7, lines 27-41 recites: "[T]he links software employs a least-recently-used method to limit the number of links specified on a given links page. For example, the bookstore owner may desire to limit the number of links specified in links field 430 (see FIG. 4) so that the number of links specified does not exceed the maximum number that can be displayed on a single links page. In such a case, if a user attempts to add a link to a full links page, the new link can be substituted for the least-recently-used link specified in links field 430. ... In yet another embodiment, the links software is configured to eliminate links that have not been selected for a predetermined time period."

Thus, in Horstmann, limiting the number of links is based on non-selection of existing links, instead of the non-existence of links in claim 9. Further, in Horstmann, the non-selection is on the bookstore owner's own page (as illustrated in Fig. 4) and not on the reciprocal page (where the reciprocal link has not existed, as recited in claim 6 on which claim 9 depends). Thus, Horstmann does not teach or suggest "removing the first link from the first page if the reciprocal link does not exist and a number of times the reciprocal link has not existed exceeds a threshold," as recited in claim 9.

Claims 14 and 19 include similar elements as argued above for claim 9 and are patentable over the reference for similar reasons.

Claims 6, 11, and 16 include similar elements are argued above for claim 1 and are patentable over the reference for similar reasons. Claims 2-3, 7-9, 12-15, and 17-20 are dependent on claims 1, 6, 11, and 16, respectively, and are patentable for the reasons argued above, plus the elements in the claims.

S/N 10/671,407  
ROC920030265US1

10

Conclusion

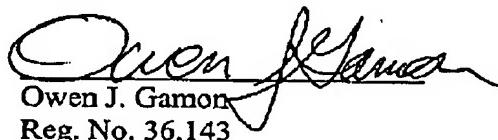
Applicant respectfully submits that the claims are in condition for allowance and notification to that effect is requested. The Examiner is invited to telephone Applicant's attorney (651-645-7135) to facilitate prosecution of this application.

If necessary, please charge any additional fees or credit overpayment to Deposit Account No. 09-0465.

Respectfully submitted,

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By their Representative,



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CERTIFICATE UNDER 37 CFR 1.8: I hereby certify that this correspondence is being transmitted via facsimile to the Commissioner for Patents 571-273-8300, on April 23, 2007.

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S/N 10/671,407  
ROC920030265US1